



COMMONWEALTH OF KENTUCKY JOB CLASS SPECIFICATION

TOURISM MARKETING SPECIALIST SUPERVISOR

Job Number: 20001576

Job Code: 81590V000101

Job Group: 8100 - COMMUNICATIONS AND PROMOTIONS

Job Established: 06/16/1982

Job Revised: 02/24/2006

Grade: 15 Salary (MIN - MID):

\$19,882-\$26,339 - Hourly

\$3,230.84-\$4,280.10 - 37.5 Hr. Monthly Salary

\$3,446.22-\$4,565.44 - 40 Hr. Monthly Salary

Special Entrance Rate:

NONE

NONE

NONE

PROBATIONARY PERIOD:

This job has an initial and promotional probationary period of 6 months. For additional information refer to: <http://www.lrc.ky.gov/kar/101/001/325.htm>.

CHARACTERISTICS OF THE JOB: *Characteristics of a job are general statements indicating the level of responsibility and discretion of positions in that job classification. These are not intended to be an exhaustive list.*

Supervises the production and/or publication of travel and tourism promotion materials for the Commonwealth; and performs other duties as required.

MINIMUM REQUIREMENTS:

EDUCATION:

Graduate from a college or university with a bachelor's degree.

EXPERIENCE:

Must have four years experience in marketing, advertising sales and/or copy writing or promotional sales.

Substitute EDUCATION for EXPERIENCE:

NONE

Substitute EXPERIENCE for EDUCATION:

Experience in marketing, advertising sales and/or copy writing or promotional sales will substitute for the required college on a year-for-year basis.

SPECIAL REQUIREMENTS (AGE, LICENSURE, REGULATION, ETC.):

NONE

EXAMPLES OF DUTIES OR RESPONSIBILITIES OF THE JOB CLASSIFICATION: *Examples of duties or responsibilities are not to be construed as describing what the duties or responsibilities of any position shall be and are not to be construed as limiting the appointing authority's ability to assign, or otherwise alter the duties and responsibilities of a position. This is not intended to be an exhaustive list.*

Supervises personnel of the advertising section of the division. Acts as advertising section member of the division management team. Coordinates writing efforts to implement specific advertising programs. Selects photographs to be used in various campaigns. Assists in layout of brochures. Edits tourism literature. Coordinate printing of various materials. Develops themes for various promotional efforts. Supervises effective placement of commercial mass media advertising. Develops and maintains media contacts to facilitate advertising efforts. Secures public service advertising space.

UNIQUE PHYSICAL REQUIREMENTS:

TYPICAL WORKING CONDITIONS: *Incumbents in the job will typically perform their job duties under these conditions.*

Work typically involves extensive contact with the public. Travel may be required.

ADDITIONAL REQUIREMENTS:

Upon appointment, employees in this class may be required to maintain a valid driver's license and required to drive a licensed vehicle. This status may be necessary for the length of time in this class. If this is necessary it will be listed in the specific position description for that position. Applicants and employees in this job title may be required to submit to a drug screening test and background check. Applicants and employees in positions which perform job duties that may require contact with offenders in the custody or supervision of the Department of Corrections or with youth in the care, custody, or supervision of the Department of Juvenile Justice must meet qualifications pursuant to the federal Prison Rape Elimination Act, 28 C.F.R.115.17 and 115.317.

THE COMMONWEALTH OF KENTUCKY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, SEX, NATIONAL ORIGIN, SEXUAL ORIENTATION OR GENDER IDENTITY, ANCESTRY, AGE, DISABILITY, POLITICAL AFFILIATION, GENETIC INFORMATION OR VETERAN STATUS IN ACCORDANCE WITH STATE AND FEDERAL LAWS.